

Aditi Subba

AI x Product Design Leader

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Profile

UX Design Leader with 10 years specializing in user-centric design for complex B2C, B2B SaaS, and AI-powered platforms. Proven expertise in leading and mentoring UX teams, driving strategic UX initiatives, and collaborating across product, engineering, and business teams to deliver exceptional user experiences. Passionate advocate of design thinking, accessibility, and AI-driven methodologies, consistently delivering measurable business outcomes. Expert in leveraging AI design patterns to create intuitive, transparent, and user-centric experiences.

EXPERIENCE

BlueStacks (Now.gg)

Lead UX Designer

05/2020 – 06/2025 | Remote

- Directed UX strategy and execution for BlueStacks desktop application, resulting in an **89% reduction in crashes, 191% increase in NPS, and 65% fewer support tickets.**
- Architected nowStudio, a developer-focused cloud gaming platform, positioning it as the **3rd largest Mobile Game Distributor globally.**
- Owned, evolved, and scaled the design system for over **20 million users**, significantly accelerating product development cycles.
- Collaborated with cross-functional and geographically distributed teams to align product, design, and engineering goals.

Ai Bloks (LLMware)

UX Consultant

01/2022 – 11/2022 | Remote

- Led UX strategy for a complex AI driven enterprise SaaS product, delivering intuitive and effective user journeys from initial prototypes.

SKILLS

Design & UX Leadership:

- UX Strategy & Vision
- Cross-Functional Team Leadership
- Design System Ownership
- Accessibility & Inclusive Design
- Mentorship & Talent Development

UX/UI Design

- User Research & Usability Testing
- Wireframing, Prototyping
- Information Architecture
- Visual & Interaction Design

AI Design & Integration

- AI Design Patterns (Microsoft HAX, Google People + AI Guidebook)
- Contextual & Transparent AI Implementation
- Personalization & User Behavior Learning
- Error Prevention & Handling

Tools

Figma, Sketch, Adobe XD, UXPin, InVision, Miro, Hotjar, Notion, Jira.

AI Tools

ChatGPT, Claude, Perplexity, Gemini, Visily, Midjourney, Perplexity, NotebookLM, Cursor, Attention Insight

- Developed a modular design system aligned with AI capabilities, expediting time to market and improving usability.
- Integrated AI methodologies into UX workflows, significantly enhancing design productivity and innovation, including implementing Microsoft's HAX guidelines and Google's People + AI Guidebook principles to create clear, contextually relevant, and user-friendly AI interactions.

POPxo

UI/UX Designer

12/2017 – 05/2020 | Gurgaon

- Designed Plixxo Influencer Marketing Platform, building data-driven campaign dashboards and ROI tracking tools that powered 300+ campaigns.
- Led UX for POPxo Shop, turning editorial content into a fully integrated eCommerce experience.
- Guided a small design team, fostering collaboration with product and engineering, while upskilling junior designers in UX research and feedback loops.

Appycat Street

Co-Founder

10/2016 – 12/2017 | New Delhi

- **Founded a women's street style DTC brand**, owning the complete vision for visual branding, art direction, apparel design, and the end-to-end customer experience.
- **Engineered the brand's direct-to-consumer strategy**, building and managing the WooCommerce platform and pioneering a content-to-commerce model that directly drove sales and customer loyalty.
- **Set the art direction and visual language** for the "Alpha Girls" community through original merchandise and targeted engagement, creating a loyal and organic marketing channel that fueled brand growth.

CERTIFICATIONS

Interaction Design Foundation

- AI for Designers
- UX Management: Strategy & Tactics
- Human Computer Interaction (HCI)
- Interaction Design for Usability
- Data-Driven Design: Quantitative Research for UX
- AI for Design Systems

Google Career Certificates

Google AI Essentials Specialization

LANGUAGES

English, Nepali, Hindi

INTERESTS

— Playing piano and guitar, painting, running, yoga, traveling, psychology, philosophy, cooking

V Factor Media Solutions

UI/UX Designer

04/2016 – 10/2016 | New Delhi

- Designed UI/UX solutions for multiple B2B clients, adapting to diverse business needs and delivering intuitive, responsive interfaces across web and mobile for various enterprise requirements.

Freelance Designer

Web Designer

01/2015 – 04/2016 | Delhi

- Designed and developed website for a bar-tending / mixology school called Mixologix based in Delhi.
- Designed and developed website for Holistic (HTS) which is a leading capability development company located in Gurgaon.

EDUCATION

Heritage Institute of Technology, Kolkata

B.Tech in Applied Electronics and Instrumentation

05/2009 – 05/2013 | Kolkata